THE EVOLUTION OF COMPUTER RESERVATION SYSTEMS IN TOURISM

Zavarika G.
Volodymyr Dahl East Ukrainian National University

The basis of modern computer reservation systems - CRS (Computer Reservation System - CRS) founded in the late 50's - early 60-ies of XX century. It was then growing popularity of air travel led to the creation of huge airline reservation centers. They used to manually processed requests for reservations that come from travel agents and the customers by post, telephone and telegraph. There was a time when they could not cope with the huge volume of information. This was the impetus for the early development of CRS.

Generation and distribution of information with a view to ensuring its reliability in a transfer and printing (including guides for travelers, price lists, tickets, information on reservation) are expensive. As the price of errors in these processes is very high, some companies in the US since the 60s of XX century. began to develop their own computer systems. After failed attempts of some firms to create a unified system (1961 p. - "DELTAMATIC" company "Delta", 1961. - "PANA-MAC" firm "Pan Am") two American companies "American Airlines" and "United Airlines" independently of created a highly competitive one reservation systems [1].

In the second half of the 80s of XX century. began racing computer reservation systems for the world championships: American system "Sabre" and "Apollo" took the British market, and the new European system "Galileo" and "Amadeus" tried to resist them.

With the advent of these agents were able to make and confirm reservations in seconds. In terms of cost and reliability methods underlying the airline reservation systems and the formation of the necessary documents
were revolutionary, and the effect of the use of these systems was enormous.

Besides rationalization effect obtained by reducing the number of employees, increase service offerings, reduce costs and service time, these systems provide the ability to implement marketing strategies of airlines including pricing, increasing revenue, loading aircraft, informing the customer [2].

With an increasing number of airlines, aircraft, air traffic growth in the second half of the 70s of XX century. CRS naturally become the main instrument transactions reserving tickets. Only domestic routes 95% of orders are five major systems, of which the "Sabre" and "Apollo" accounted for almost 75%. Themselves company "American Airlines " and "United Airlines " provided only 30% of air travel.

The first step in the development of computer reservation systems was to establish a terminal at the offices of most airlines, allowing us to dramatically improve the quality and enhance the performance of airline personnel, while not reducing the number of accepted phone calls and telegrams from the reservation request from travel agents and individuals. The next step was to establish a few years later airline reservation terminals in major travel agencies. Quickly assessing the effectiveness of new technology booking, travel agents began strongly demand from the airlines a significant expansion of the spectrum as provided in the reservation systems of information and functionality of these systems. As a result, initially focused on a specific airline software systems were combined in a system that served the group of airlines providing information not only on the availability of seats on a given flight, but also general information about flight details of tariffs, and information about related industries tourism business - car rental, accommodation, sale of railway tickets and others.

Gradually computer reservation systems for airlines have become the global distribution system of tourist services - GDS (Global Distribution Systems - ODS). In parallel with the expansion of the functions of computer reservation systems were working actively aimed at shortening the travel agent to get confirmation from the service provider. In the absence of fully computerized chain "travel agent - Booking Center - provider" to this spent 2 hours to 2 days, so confirmation that the supplier had to enter into the system manually. New technical achievement in this regard is "seamless" connection, which is based on a fairly simple ideology: Current information on availability, tariffs etc. The most detailed description has only a finite service provider - airline, hotel, car rental company. According to this ideology, the travel agent at the terminal of the global system of computer sees the
The largest computer reservation systems on the international tourism market is a system Amadeus, Galileo.

Networking CRS and GDS with national and regional tourist brokers is the latest stage of the evolution of booking and reservation at the tourist market. The widespread introduction of computer networks and related competition between them help to reduce the cost of user access to systems.

References: